



Transforming Government-Industry Collaboration at Scale: The Opportunity Project

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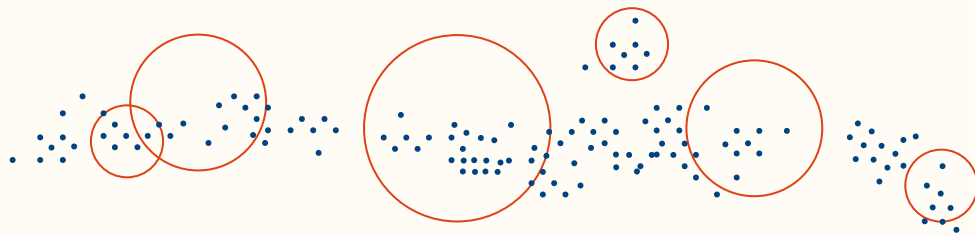
The Opportunity Project (TOP) is an innovation program that brings together technologists, government, and communities to co-create digital tools with open data.

↳ **Technology development sprints**

↳ Workshops and roundtables

↳ Prize competitions

↳ Data curation



TOP was on the ground floor of bringing open data,
government, and communities together.

The premise of TOP...

- ↳ With open data, government can build one tool.
- ↳ Give companies, students, and creators the data...
 - They can build MANY tools for many different people – tools none of us would be able to alone.

What Happened Since?

In 5 years and 12 sprint cycles...

25+ federal agencies engaged

1300+ stakeholders from outside of government

15+ universities

300+ datasets

Nearly **150 digital products**

Tackling challenges like ocean plastic pollution, workforce development, entrepreneurship, COVID-19, disaster response, rural development, and more.

\$100,000 in prizes awarded

Week)

6 Demo Days (1 Demo



How TOP Works

Problem Statement Development

Federal Agencies (and NGOs) develop problem statements

- ↳ Ocean Plastic Pollution
- ↳ Air Quality
- ↳ Economic Self-Sufficiency
- ↳ COVID-19
- ↳ Disaster Response
- ↳ Rural Economic Development
- ↳ Civics Education
- ↳ Advancing Entrepreneurship
- The Opioid Crisis
- ↳ Supporting Refugees

Recruit Teams to Build Solutions

To address these challenges, sprint participants are identified representing diverse roles and expertise:



Tech Teams



User Advocates



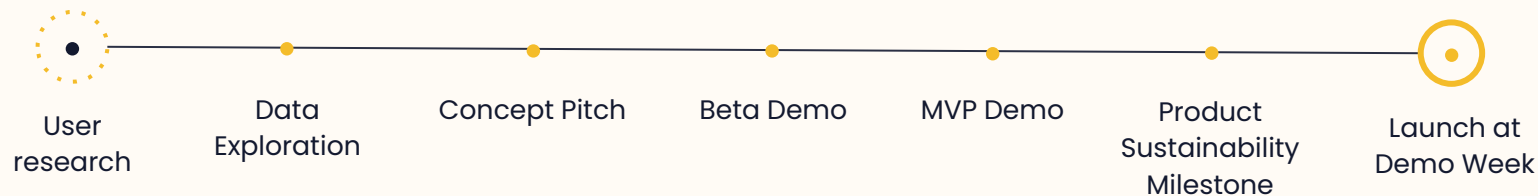
Data Stewards



Product Advisors

Sprint Milestones

All participants collaborate through milestones, which structure the sprint over 12 weeks.



After the Sprint

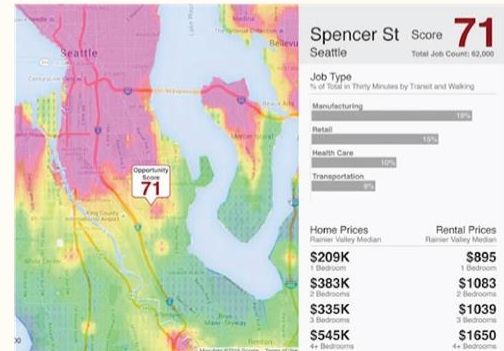
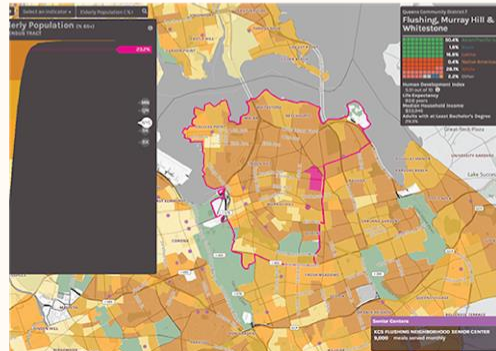
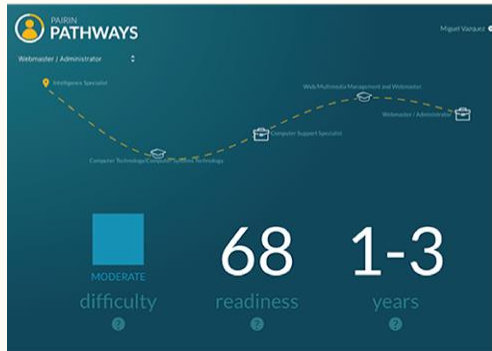
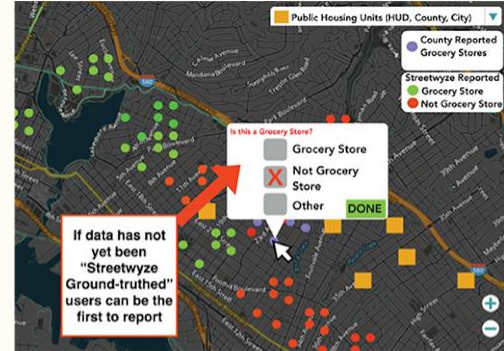


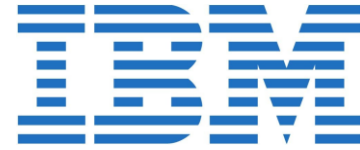
- ↳ Products are owned and maintained by the teams who built them
- ↳ Optional prize competition
- ↳ Agencies can choose to engage further with teams via contract/procurement, but not expected



Outcomes

Nearly 150 products to date.





Center
for Inclusive
Growth



Center
on Rural
Innovation



Georgetown
University

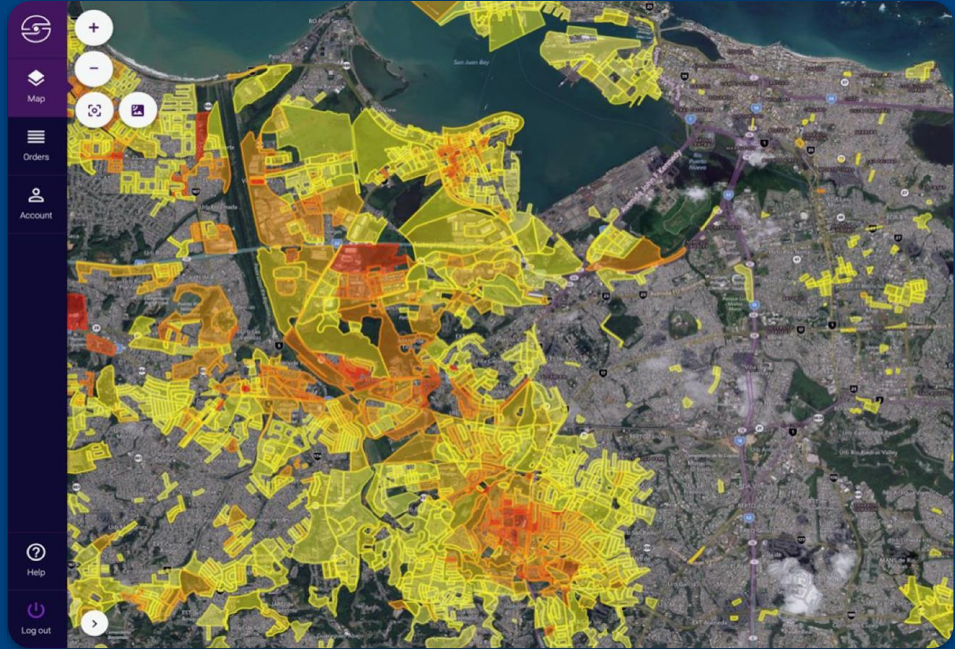


SILLE

by Datel Ovela

Free mapping and data tool for
Uses census block data with open
EU sentinel 1 InSAR to build a block
level structural risk product that
encourages local stakeholders to
prepare for crisis through
increased awareness of the
likelihood of catastrophic failure of
their structures in a disaster.

This is being used in Puerto Rico
and is being piloted in NYC and
Miami.



NAIP Explorer

By Mapbox

Provides a gentle on-ramp and simple way to explore National Agriculture Imagery Program (NAIP) data for users at USDA and the farmers they serve

Datasets Used: NAIP Imagery Data



Talent Finder Tool

By Emsi

Solves talent discovery issues for entrepreneurs and small businesses seeking to hire high-tech workers

Datasets Used: Bureau of Labor Statistics; StatsAmerica; Census Bureau American Community Survey; Internal Revenue Service



Agencies who participate in sprints gain much more than the tools developed.

- ↳ Learn new ways of working – agile sprints, human-centered design, lightweight methods of collaboration
- ↳ Gain community-based insights on mission areas
- ↳ Adopt community engagement as a norm
- ↳ Connect open data with real world applications
- ↳ Learn directly from data consumers about data UX and user needs



San Juan, PR, 08/18



Get Involved

How can Federal Agencies collaborate with TOP?

01 Work with us in a sprint

- ↳ As a Problem statement leader
- ↳ As a data steward (lower level of effort)

02 Collaborate on TOP 2021 grand challenge

- ↳ Award financial prizes via TOP competition

2021 Sprint Theme: The World Post-COVID19

Sprint Topics and Leading Agencies

- ↳ **Creating tools to empower climate smart communities (NOAA)**
- ↳ Improving Minority Business access to capital (MBDA)
 - Supporting small businesses in the digital economy (South Florida)
- ↳ Analyzing Equity in federal COVID-19 spending (Treasury)
- ↳ Preventing crisis for vulnerable renters and small landlords (CFPB)
- ↳ Analyzing Housing and Migration trends post-pandemic (HUD)
- ↳ Increasing accessibility of content for multilingual communities (NYC)

Open Data for Good Grand Challenge 2021

Goal: Promote sustainability of digital products and reward creative, effective applications of federal open data

Prizes: \$270,000 and non-monetary prizes awarded by Census, EPA, HHS, State and external partners

Timeline: Open July – October, winners announced in December 2021

Themes:

- ↳ Natural Environment (2020)
- ↳ Built Environment (2020)
- ↳ The World post-COVID-19
- ↳ Climate
- ↳ Community Engagement with 2020 Census Data



Thank you!

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